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By Madai Corral at 1:28 pm, Dec 11, 2021

# hollanda DEVELOPMENT CO

HOME (/#HOME-SECTION) ABOUT (/#ABOUT-SECTION)

PORTFOLIO (/#PORTFOLIO-SECTION)

OUR TEAM (/#OUR-TEAM-SECTION)

CONTACT US (/#CONTACT-US-SECTION)

Vision. Experience. Execution.  
Results.

About the Company

Holland Development Co. is a resort and hotel developer with significant expertise in three distinct property types:

- . High-profile resort hotels in distinctive destination markets across the U.S. and Mexico
- . Lifestyle hotels in high-growth U.S. urban markets and
- . University hotels/conference centers in select collegiate markets.

Founded by Richard Holland in 1996, the firm was previously known as HRV Hotel Partners before recently being rebranded as Holland Development Co.

Our firm has built a reputation for excellence among development partners, investors, operators and lenders. In markets across the U.S. and Mexico, Holland Development Co. offers the skills, resources and experience of a hospitality developer, co-developer and development manager.

We primarily target our development activities in markets where new hotel development is highly restrictive and difficult to execute, but where the financial rewards of successful execution are commensurately significant. Collaborating with project stakeholders, we create highly marketable and inspired environments with lasting aesthetic, lifestyle and economic value.

The Holland Development Co. portfolio includes premiere 5-star mixed-use resort hotels, 4-star commercial, university and resort hotels; 3-star commercial hotels; and resort residential projects.

Our extensive hospitality industry relationships allow us to assemble and manage the best and most project-appropriate design, engineering, construction, and specialty consultants for each project.

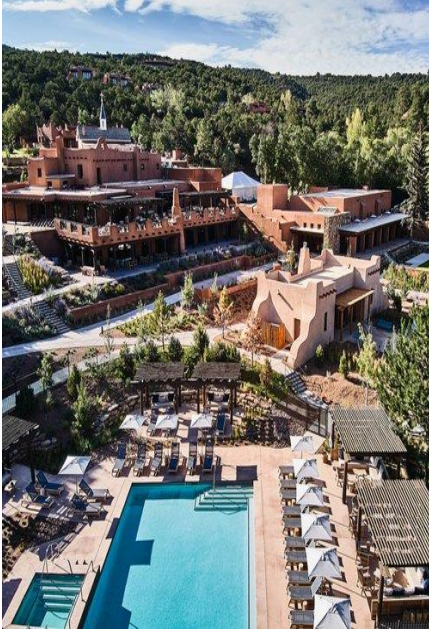
Our team manages every project detail, from design through construction and operator turnover, while managing the critical flow and accuracy of communication and documentation between the owner, lender, design team, contractors, governmental authorities, consultants, and the operator.

## Our Experience

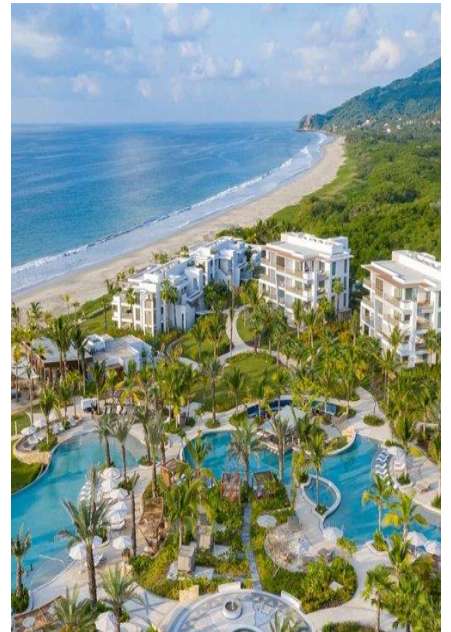
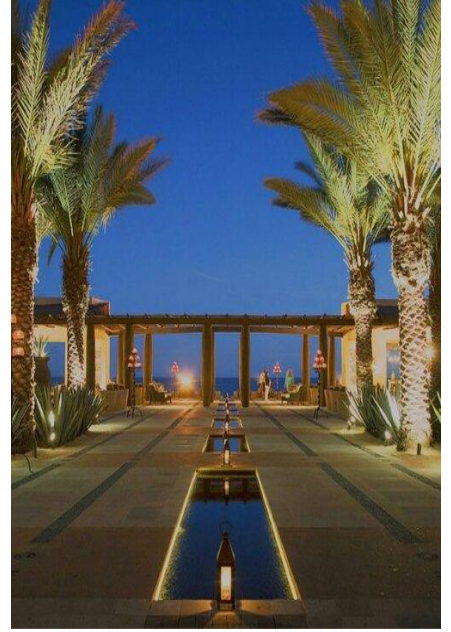




# Portfolio

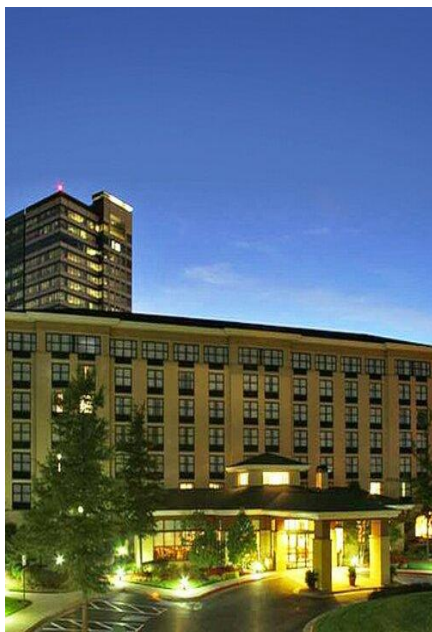


(/bishops-lodge)



(/conrad)





## Our Team

### **Richard Holland**

*Managing Principal & President*

770.709.8844

[richard@hollanddevco.com](mailto:richard@hollanddevco.com)

(<mailto:richard@hollanddevco.com>)

### **Margie Holland**

*Principal & CFO*

770.709.8851

[margie@hollanddevco.com](mailto:margie@hollanddevco.com)

(<mailto:margie@hollanddevco.com>)

### **Michael Sheppard**

*Director – Development*

*Management*

505.515.1850

[michael@hollanddevco.com](mailto:michael@hollanddevco.com)

(<mailto:michael@hollanddevco.com>)

### **Tracy-Ann Williams**

*Assistant Director –*

*Administration*

404.254.7316

[tracy@hollanddevco.com](mailto:tracy@hollanddevco.com)

(<mailto:tracy@hollanddevco.com>)

# Contact Us

## Corporate Headquarters

### **Holland Development Co.**

112 West San Francisco, Suite  
310

Santa Fe, New Mexico 87501

Office: 770.643.1880

Email: [info@hollanddevco.com](mailto:info@hollanddevco.com)

Name \*

First Name

Last Name

Email Address \*

Subject \*

Message \*

SUBMIT

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<< *Back to Portfolio*  
(/portfolio)

## Bishop's Lodge

*Santa Fe, New Mexico*

**Bishop's Lodge**  
(/bishops-lodge)

University of Colorado  
Conference Center and  
Hotel (/boulder)

Waldorf Astoria  
Los Cabos Pedregal  
(/pedregal)

Conrad Resort –  
Playa Mita (/conrad)

Key West Collection  
(/key-west)

The Cape –  
A Thompson Hotel  
(/the-cape)

Renaissance Hotel  
Charleston Historic  
District (/charleston)

Hilton Garden Inn  
Chicago North Loop  
(/hilton-chicago)



Holland Development Co.  
redeveloped this historic 1920's  
era resort into a 5-star luxury resort  
operated by Auberge Resorts.

### Features

- . 98 Guest Rooms, Suites and Casita Suites
- . SkyFire Restaurant and Bar
- . Two Dogs Cafe
- . Lodge Hall (event and



Hilton Garden Inn  
Portfolio (/hilton-portfolio)

Marriott Vanderbilt  
University (/marriott-vanderbilt)

Hotel Marlowe  
Cambridge (/marlowe-cambridge)

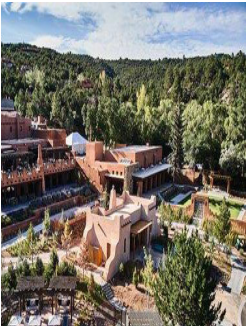
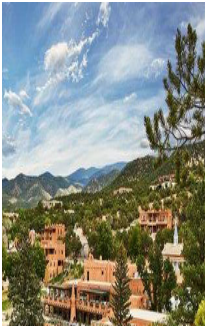
Hilton University of  
Florida Conference  
Center (/hilton-u-of-f)

[www.bishopslodge.com](http://www.bishopslodge.com)  
(<http://bishopslodge.com>) >>

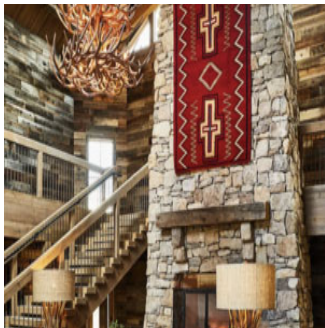
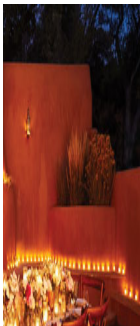
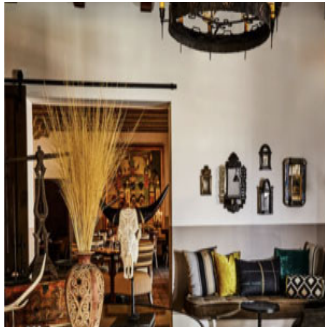
- conferencing facility)
- . Turquesa Healing Arts Spa
  - . Horse Stables
  - . Stream and Pond
  - . Outpost (fly fishing retail, instruction and guide trip facility)
  - . Retail Boutique
  - . Artist-in-Residence Studio and Gallery

**Opened**  
July 2021

**Holland Development Co.**  
**Services**  
Developer







# Vision. Experience. Execution. Results.

## **Holland Development Co.**

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[HOME \(/#HOME-SECTION\)](#) [ABOUT \(/#ABOUT-SECTION\)](#)

[PORTFOLIO \(/#PORTFOLIO-SECTION\)](#)

[OUR TEAM \(/#OUR-TEAM-SECTION\)](#)

[CONTACT US \(/#CONTACT-US-SECTION\)](#)

[<< Back to Portfolio \(/portfolio\)](#)

# University of Colorado Conference Center and Hotel

[Bishop's Lodge \(/bishops-lodge\)](#)

*Boulder, Colorado*

**University of  
Colorado  
Conference Center  
and Hotel (/boulder)**

[Waldorf Astoria  
Los Cabos Pedregal \(/pedregal\)](#)

[Conrad Resort –  
Playa Mita \(/conrad\)](#)

[Key West Collection  
\(/key-west\)](#)

[The Cape –  
A Thompson Hotel  
\(/the-cape\)](#)

[Renaissance Hotel  
Charleston Historic  
District \(/charleston\)](#)



After a competitive selection process by the University of Colorado (CU) Boulder, Holland

## Features

- . 234 Guest Rooms and Suites
- . 32,000+ SF of Conference and Event Space, Including a 15,000

Hilton Garden Inn  
Chicago North Loop  
(/hilton-chicago)

Hilton Garden Inn  
Portfolio (/hilton-  
portfolio)

Marriott Vanderbilt  
University (/marriott-  
vanderbilt)

Hotel Marlowe  
Cambridge (/marlowe-  
cambridge)

Hilton University of  
Florida Conference  
Center (/hilton-u-of-f)

Development Co. was selected as developer for this best-in-market conference center and hotel. The project is located on the CU campus at the intersection of Broadway and University – an ideal location to serve the university and the city. The project will meet the market demand for a large-scale conference and event center along with an upscale hotel with related amenities. Holland is the co-developer with Hensel Phelps Development.

SF Main Conference and Event Hall

- . All-Day Restaurant
- . Bar
- . Rooftop Dining and Bar
- . Think Tank (Co-Working and Meeting/Event Area)
- . Agora (Outdoor Event and Communal Area)
- . Coffee House and Market
- . Rooftop Pool
- . Fitness Studio
- . 500+ Garage Parking Spaces

**Opening**  
2023

**Holland Development Co.**

**Services**

Co-Developer with Hensel Phelps  
Development

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<< Back to Portfolio  
(/portfolio)

Bishop's Lodge  
(/bishops-lodge)

University of Colorado  
Conference Center and  
Hotel (/boulder)

**Waldorf Astoria  
Los Cabos Pedregal**  
(/pedregal)

Conrad Resort –  
Playa Mita (/conrad)

Key West Collection  
(/key-west)

The Cape –  
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(/the-cape)

Renaissance Hotel  
Charleston Historic  
District (/charleston)

Hilton Garden Inn  
Chicago North Loop  
(/hilton-chicago)

# Waldorf Astoria Los Cabos Pedregal

formerly The Resort at Pedregal  
*Cabo San Lucas, Mexico*



Tunnel Entry

Named a AAA Five-Diamond award resort three years in a row, the Waldorf Astoria Los Cabos Pedregal is located in a secluded

## Features

- . Five-Star Resort
- . 66 Guest Rooms and Suites

Hilton Garden Inn  
Portfolio (/hilton-  
portfolio)

Marriott Vanderbilt  
University (/marriott-  
vanderbilt)

Hotel Marlowe  
Cambridge (/marlowe-  
cambridge)

Hilton University of  
Florida Conference  
Center (/hilton-u-of-f)

and serene setting at the tip of the Baja Peninsula on the Pacific Coast. The resort is dramatically accessed via a private 300-meter tunnel through a mountain which separates it from the village of Cabo San Lucas. Holland Development Co. co-developed the resort with the Diaz-Rivera family (Cabo San Lucas). It was originally developed as part of the Capella brand under the leadership of Horst Schulze. Led by Richard Holland, Edgar Caballero and Lane Holland, Holland Development Co. implemented all aspects of the project including design and construction.

- . 31 Residences
- . World-Class Spa
- . Three Restaurants

### **Holland Development Co. Services**

Co-Sponsor / Co-Developer

## **ACCOLADES**

### **Travel + Leisure**

2017 "Mexico's Best Hotels" #1  
2014 "Mexico's Best Hotels" #1  
2014 "World's Top 100 Hotels"  
#15  
2013 "World's Best Beach  
Hotels" #11

### **Conde Nast Traveler**

2014 Gold List "World's Best  
Beach Hotels"  
2013 "Top 100" Best Hotels in the  
World #51  
2013 "Best Resorts Mexico" #4

### **TripAdvisor's Travelers' Choice Awards**

"Top Hotels" #1 in Cabo; #2 in  
Mexico  
"Top Luxury Hotels" #1 in Cabo;  
#2 in Mexico  
"Top Hotels for Romance" #1 in  
Mexico

### **JustLuxe Affluent Lifestyle Guide**

August 2015 Issue  
"A Luxury Hotel Spa Bucket List:  
10 Spas You Simply Have to  
Experience"

### **Hotels Magazine**

September 2015 Issue  
"Great Hotel Restaurants of the  
World"



**Architectural Digest**

**Magazine**

2017 "Best Infinity Pools in the  
World" #2

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<< Back to Portfolio  
(/portfolio)

## Key West Collection

Key West, Florida

Bishop's Lodge  
(/bishops-lodge)

University of Colorado  
Conference Center and  
Hotel (/boulder)

Waldorf Astoria  
Los Cabos Pedregal  
(/pedregal)

Conrad Resort –  
Playa Mita (/conrad)

**Key West Collection**  
(/key-west)

The Cape –  
A Thompson Hotel  
(/the-cape)

Renaissance Hotel  
Charleston Historic  
District (/charleston)

Hilton Garden Inn  
Chicago North Loop  
(/hilton-chicago)



Holland Development Co., under its Advent pds subsidiary, was hired by JL Woode, Ltd. (Chicago) to provide project management and construction management services

**Full-Service Hotel**  
. Resort and Spa

**One Full-Service Hotel and  
Two Limited Service Hotels**  
. The Gates

Hilton Garden Inn  
Portfolio (/hilton-  
portfolio)

Marriott Vanderbilt  
University (/marriott-  
vanderbilt)

Hotel Marlowe  
Cambridge (/marlowe-  
cambridge)

Hilton University of  
Florida Conference  
Center (/hilton-u-of-f)

for their redevelopment of four  
existing limited-service hotels into a  
collection of one full-service hotel  
(The Gates) and two focused-  
service hotels (Hilton Garden Inn  
and Marriott Fairfield Inn). This  
project was led by Rod Radcliff and  
Chuck Williams.

. Fairfield Inn by Marriott  
. Hilton Garden Inn

### **Features**

544 Keys

### **Status**

Completed 2016

### **Holland Development Co. Services**

Project Management

/ Construction Management

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<< Back to Portfolio  
(/portfolio)

## The Cape – A Thompson Hotel

*Cabo San Lucas, Mexico*

Bishop's Lodge  
(/bishops-lodge)

University of Colorado  
Conference Center and  
Hotel (/boulder)

Waldorf Astoria  
Los Cabos Pedregal  
(/pedregal)

Conrad Resort –  
Playa Mita (/conrad)

Key West Collection  
(/key-west)

**The Cape –  
A Thompson Hotel**  
(/the-cape)

Renaissance Hotel  
Charleston Historic  
District (/charleston)

Hilton Garden Inn  
Chicago North Loop  
(/hilton-chicago)



The Cape introduces a new and amazing modern design to the upscale Cabo resort market. The owner, Vertex Real Estate Investors (Mexico City), hired Holland

### Features

- . Four-Star Resort
- . 165 Keys
- . Two Restaurants
- . Sky Bar
- . Spa

Hilton Garden Inn  
Portfolio (/hilton-  
portfolio)

Marriott Vanderbilt  
University (/marriott-  
vanderbilt)

Hotel Marlowe  
Cambridge (/marlowe-  
cambridge)

Hilton University of  
Florida Conference  
Center (/hilton-u-of-f)

Development Co. to co-develop  
this resort with their local partner,  
John Pentz. Holland worked in  
collaboration with the design team,  
led by JSa Architects (Mexico City)  
and Commune Hotels and Resorts  
to program and layout the resort.  
Then Holland, led by  
Partner/Senior Project Director,  
Edgar Caballero, and Partner/Senior Development Director, Lane  
Holland, successfully managed the project from design to operator  
turnover and contractor closeout.

**Status**

Operational

**Opened**

July 2015

**Holland Development Co.****Services**

Co-Developer

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<< *Back to Portfolio*  
(/portfolio)

## Conrad Resort – Playa Mita

*Punta Mita, Mexico*

Bishop's Lodge  
(/bishops-lodge)

University of Colorado  
Conference Center and  
Hotel (/boulder)

Waldorf Astoria  
Los Cabos Pedregal  
(/pedregal)

**Conrad Resort –  
Playa Mita** (/conrad)

Key West Collection  
(/key-west)

The Cape –  
A Thompson Hotel  
(/the-cape)

Renaissance Hotel  
Charleston Historic  
District (/charleston)

Hilton Garden Inn  
Chicago North Loop  
(/hilton-chicago)



A 324-key luxury hotel that is part of the Litibu master development. The hotel will include a 10,000 SF spa, three pool environments, and three restaurants.

### **Full-Service Hotel**

. Resort and Spa

### **Features**

. 324 Keys  
. Three pool environments



Hilton Garden Inn  
Portfolio (/hilton-  
portfolio)

- . Three restaurants
- . 10,000 sf Spa

Marriott Vanderbilt  
University (/marriott-  
vanderbilt)

### **Status**

Under Development

Hotel Marlowe  
Cambridge (/marlowe-  
cambridge)

### **Holland Development Co. Services**

- . Development Management
- . Project Management
- . Construction Management

Hilton University of  
Florida Conference  
Center (/hilton-u-of-f)

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HOME (/#HOME-SECTION) ABOUT (/#ABOUT-SECTION)

PORTFOLIO (/#PORTFOLIO-SECTION)

OUR TEAM (/#OUR-TEAM-SECTION)

CONTACT US (/#CONTACT-US-SECTION)

<< Back to Portfolio  
(/portfolio)

# Marriott Vanderbilt University

Nashville, Tennessee

Bishop's Lodge  
(/bishops-lodge)

University of Colorado  
Conference Center and  
Hotel (/boulder)

Waldorf Astoria  
Los Cabos Pedregal  
(/pedregal)

Conrad Resort –  
Playa Mita (/conrad)

Key West Collection  
(/key-west)

The Cape –  
A Thompson Hotel  
(/the-cape)

Renaissance Hotel  
Charleston Historic  
District (/charleston)

Hilton Garden Inn  
Chicago North Loop  
(/hilton-chicago)



## Features

- . 307 Keys
- . Restaurant
- . 9,000 SF of Meeting Space

Hilton Garden Inn  
Portfolio (/hilton-  
portfolio)

**Marriott Vanderbilt  
University** (/marriott-  
vanderbilt)

Hotel Marlowe  
Cambridge (/marlowe-  
cambridge)

Hilton University of  
Florida Conference  
Center (/hilton-u-of-f)

**Holland Development Co.**

**Services**

Sponsor/Developer (under  
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<< Back to Portfolio  
(/portfolio)

Bishop's Lodge  
(/bishops-lodge)

University of Colorado  
Conference Center and  
Hotel (/boulder)

Waldorf Astoria  
Los Cabos Pedregal  
(/pedregal)

Conrad Resort –  
Playa Mita (/conrad)

Key West Collection  
(/key-west)

The Cape –  
A Thompson Hotel  
(/the-cape)

Renaissance Hotel  
Charleston Historic  
District (/charleston)

**Hilton Garden Inn  
Chicago North Loop**  
(/hilton-chicago)

# Hilton Garden Inn Chicago North Loop

*Chicago, Illinois*



Holland Development Co., under its predecessor entity Hardin Capital, was the Sponsor/Developer of this

## Features

- . First urban high-rise Hilton Garden Inn to be developed
- . 357 Keys

Hilton Garden Inn  
Portfolio (/hilton-  
portfolio)

Marriott Vanderbilt  
University (/marriott-  
vanderbilt)

Hotel Marlowe  
Cambridge (/marlowe-  
cambridge)

Hilton University of  
Florida Conference  
Center (/hilton-u-of-f)

hotel in joint venture with the Fine  
Family Companies (Pittsburgh). This  
was the first Hilton Garden Inn hotel  
to be developed in a high-density  
urban submarket. This project was  
led by Richard Holland and Tim  
Taylor.

- . Restaurant
- . 3,000 SF of Meeting Space
- . 13,500 SF of Retail Space

**Holland Development Co.  
Services**

Sponsor/Developer (under  
Hardin Capital)

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HOME (/#HOME-SECTION) ABOUT (/#ABOUT-SECTION)

PORTFOLIO (/#PORTFOLIO-SECTION)

OUR TEAM (/#OUR-TEAM-SECTION)

CONTACT US (/#CONTACT-US-SECTION)

<< Back to Portfolio  
(/portfolio)

## Renaissance Hotel Charleston Historic District

Bishop's Lodge  
(/bishops-lodge)

*Charleston, South Carolina*

University of Colorado  
Conference Center and  
Hotel (/boulder)

Waldorf Astoria  
Los Cabos Pedregal  
(/pedregal)

Conrad Resort –  
Playa Mita (/conrad)

Key West Collection  
(/key-west)

The Cape –  
A Thompson Hotel  
(/the-cape)

**Renaissance Hotel  
Charleston Historic  
District** (/charleston)

Hilton Garden Inn  
Chicago North Loop  
(/hilton-chicago)



Holland Development Co., under its predecessor entity Hardin Capital, LLC, was the Sponsor/Developer

### Features

- . 166 Keys
- . Restaurant
- . 3,000 SF of Meeting Space



Hilton Garden Inn  
Portfolio (/hilton-  
portfolio)

of this hotel – the last full-service  
hotel above 50-keys to be  
developed in the Historic District.

**Holland Development Co.**

**Services**

Sponsor / Developer (under  
Hardin Capital)

Marriott Vanderbilt  
University (/marriott-  
vanderbilt)

Hotel Marlowe  
Cambridge (/marlowe-  
cambridge)

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Florida Conference  
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<< Back to Portfolio  
(/portfolio)

## Hilton Garden Inn Portfolio

*Ten U.S. Locations*

Bishop's Lodge  
(/bishops-lodge)

University of Colorado  
Conference Center and  
Hotel (/boulder)

Waldorf Astoria  
Los Cabos Pedregal  
(/pedregal)

Conrad Resort –  
Playa Mita (/conrad)

Key West Collection  
(/key-west)

The Cape –  
A Thompson Hotel  
(/the-cape)

Renaissance Hotel  
Charleston Historic  
District (/charleston)

Hilton Garden Inn  
Chicago North Loop  
(/hilton-chicago)



Holland Development Co., under its predecessor entity Hardin Capital, was the strategic partner with Hilton for the rollout of the

**Hilton Garden Inn  
Portfolio** (/hilton-  
portfolio)

Hilton Garden Inn brand,  
developing ten of the first hotels  
under this brand.

Marriott Vanderbilt  
University (/marriott-  
vanderbilt)

Hotel Marlowe  
Cambridge (/marlowe-  
cambridge)

Hilton University of  
Florida Conference  
Center (/hilton-u-of-f)

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<< *Back to Portfolio*  
(/portfolio)

# Hotel Marlowe Cambridge

*Cambridge, Massachusetts*

Bishop's Lodge  
(/bishops-lodge)

University of Colorado  
Conference Center and  
Hotel (/boulder)

Waldorf Astoria  
Los Cabos Pedregal  
(/pedregal)

Conrad Resort –  
Playa Mita (/conrad)

Key West Collection  
(/key-west)

The Cape –  
A Thompson Hotel  
(/the-cape)

Renaissance Hotel  
Charleston Historic  
District (/charleston)

Hilton Garden Inn  
Chicago North Loop  
(/hilton-chicago)



## Features

- . First Kimpton Hotel on the East Coast
- . 4-Star Boutique Hotel
- . 236 Keys



Hilton Garden Inn  
Portfolio (/hilton-portfolio)

Marriott Vanderbilt  
University (/marriott-vanderbilt)

**Hotel Marlowe  
Cambridge**  
(/marlowe-cambridge)

Hilton University of  
Florida Conference  
Center (/hilton-u-of-f)

- . Signature Restaurant
- . 8,700 SF of Meeting Space
- . Adjacent to the MIT campus

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<< Back to Portfolio  
(/portfolio)

# Hilton University of Florida Conference Center

Bishop's Lodge  
(/bishops-lodge)

*Cambridge, Massachusetts*

University of Colorado  
Conference Center and  
Hotel (/boulder)

Waldorf Astoria  
Los Cabos Pedregal  
(/pedregal)

Conrad Resort –  
Playa Mita (/conrad)

Key West Collection  
(/key-west)

The Cape –  
A Thompson Hotel  
(/the-cape)

Renaissance Hotel  
Charleston Historic  
District (/charleston)

Hilton Garden Inn  
Chicago North Loop  
(/hilton-chicago)



## Features

- . 248 Keys
- . 15,000 SF of Conference Space

Hilton Garden Inn  
Portfolio (/hilton-  
portfolio)

Marriott Vanderbilt  
University (/marriott-  
vanderbilt)

Hotel Marlowe  
Cambridge (/marlowe-  
cambridge)

**Hilton University of  
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